

DIGITAL MARKETING PORTFOLIO

A results-driven digital marketing portfolio showcasing expertise in SEO, website optimization, and analytics, focused on delivering measurable business growth.

Name of Project: Digital Marketing Portfolio

Presented By: Kavya Kukreja



INTRODUCTION

Results-driven Digital Marketing Professional with 2 years of experience in SEO, website optimization, and Social Media marketing.
Experienced in building and strengthening brand presence online through strategic SEO, technical optimization, and data-driven marketing approaches.
Focused on enhancing visibility, creating strong digital presence, and driving consistent business growth.

**HELLO, I'M
KAVYA
KUKREJA**

I completed my Bachelor's in Business Administration (BBA) from GGSIPU, Delhi, along with a Diploma in Digital Marketing from DIDM, and I am currently pursuing my MBA in Digital Marketing & IT from Amity University.



SERVICES I OFFER

From website development to SEO and analytics, providing complete solutions to enhance visibility and drive growth.

- **WEBSITE DEVELOPMENT (WORDPRESS)**

Design and develop responsive, SEO-friendly WordPress websites focused on performance and user experience.

- **WEBSITE AUDIT & SEO ANALYSIS**

Conduct detailed audits to identify SEO gaps and improve website performance and visibility.

- **SEO SERVICES**

Execute complete SEO strategies including optimization, content structuring, and backlink building

- **SEO-OPTIMIZED BLOG CONTENT**

Create and optimize content aligned with keyword strategy to improve rankings and engagement.

- **SOCIAL MEDIA & CONTENT CREATION**

Plan and create engaging social media content, including content writing and creatives, to build consistent brand visibility and audience engagement.

My vision is to help businesses build a strong and impactful online presence through strategic digital marketing. I aim to combine SEO, analytics, and performance marketing to create sustainable growth and long-term brand visibility.

VISION

To build strong digital brands by improving online visibility, user experience, and search performance.

MISSION

To deliver data-driven marketing solutions through SEO, website optimization, and analytics that drive measurable results.

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VISION & APPROACH

STRATEGY

Analyze business goals, identify gaps, and create a structured digital marketing strategy focused on growth.

EXECUTION

Implement SEO, optimization, and tracking systems while continuously improving performance through data insights.

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MARKETING STRATEGY

Results-driven marketing approach focused on improving brand visibility, generating quality leads, and optimizing website performance. My strategy combines SEO, data analysis, and user-focused optimization to achieve sustainable growth.

Name of Project: Digital Marketing Portfolio

GOALS & TARGETS

Define clear business goals, identify target audience, and focus on measurable outcomes like traffic growth, lead generation, and engagement.

ADAPTATION & EVOLUTION

Continuously analyze performance data and adapt strategies based on trends, user behavior, and market changes to ensure consistent growth.

ANALYTICS & REPORTS

Track performance using tools like Google Analytics and Search Console to measure results, identify opportunities, and improve decision-making.

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TOOLS & PLATFORMS



BRANDS & PROJECTS

WORKED ON



FEATURED PROJECTS

A collection of digital marketing projects focused on SEO, website optimization, and lead generation.

Worked with multiple brands across different industries, delivering improvements in online visibility, website performance, and user engagement.

**REAL
CLIENT &
FREELANCE
PROJECTS**

Projects focused on building strong online presence through SEO, website optimization, and strategic digital marketing.



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Presented By: Kavya Kukreja



CLAIM NIKALWAO – WEBSITE & DIGITAL MARKETING



Work Done:

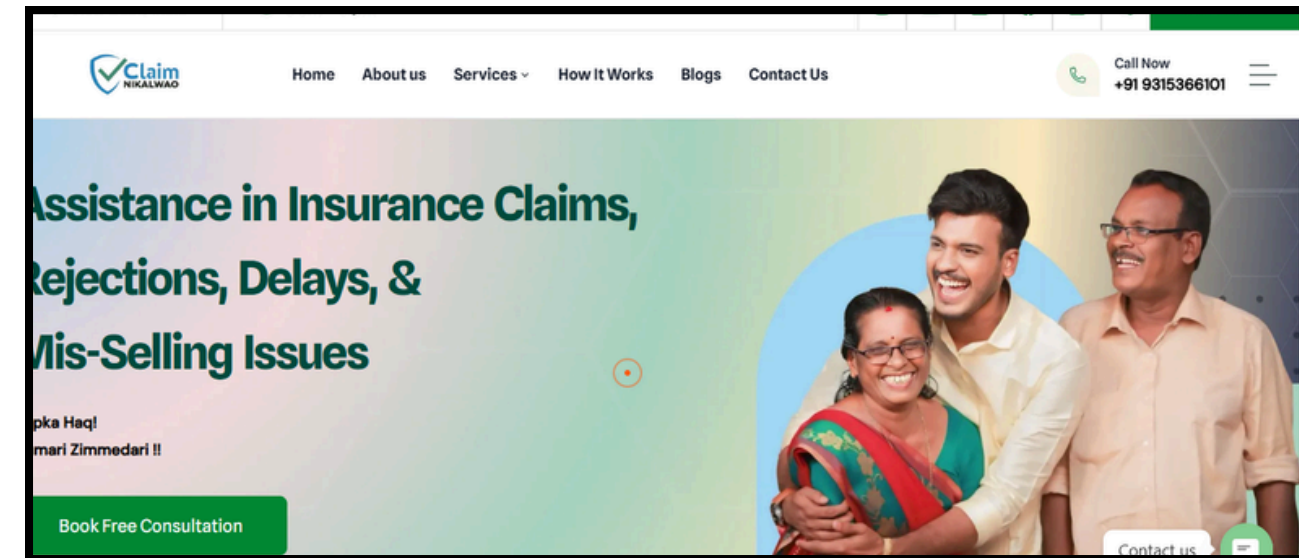
- Developed and designed a responsive WordPress website with an SEO-friendly structure
- Structured the website for improved user experience and performance
- Conducted social media audit and performance analysis
- Developed content strategy and created a structured content calendar
- Designed engaging social media creatives aligned with brand identity
- Managed content publishing and consistency across platforms

Tools Used:

WordPress | Rank Math SEO | Google Analytics (GA4) | Google Search Console

Outcome:

Delivered a fully functional, SEO-ready website with improved structure, usability, and tracking setup



Name of Project: Digital Marketing Portfolio

Presented By: Kavya Kukreja



WORDPRESS WEBSITE DEVELOPMENT – CLAIM NIKALWAO

Assistance in Insurance Claims, Rejections, Delays, & Mis-Selling Issues

Aapka Haq! Humari Zimmedari !!

Book Free Consultation

Call Now +91 9315366101

Insurance Claims Settled

Settlement Assistance Ratio	95%
Fraud Detection Success Rate	85%
Accuracy Rate	98%
Compliance rate	100%

100+ Satisfied Clients

Contact us

Frequently Asked Questions

What are common reasons for insurance claims to be rejected or denied?

Insurance claims can be rejected or denied for several reasons, including incomplete or inaccurate information, lack of coverage for the specific incident, missing documentation, filing the claim too late, or discrepancies between the reported incident and the policy terms.

How do I choose the right life insurance policy?

How can I avoid having my insurance claim rejected or denied?

How long does it take to process a general insurance claim?

Contact us

Hassle-free Claim Assistance

Claim Nikalwao makes it simple and hassle-free for you to get your insurance claims. We are a friendly team that works like your aide, helping at each step and keeping you updated on the go. We file your claim on your behalf, negotiate the best settlement for you, and keep you updated at all times. We ensure your peace of mind, ensuring your claims are in capable hands!

Claim Rejection

We specialize in studying such cases thoroughly and providing expert assistance to help policyholders fight unjust rejections and secure their rightful claim amounts from the insurance company.

Delay in Claim Process

We step in to address such delays by analyzing the situation, expediting communication with the insurer, and ensuring that policyholders receive their rightful claim amount without unnecessary wait times.

Contact us

Client Testimonials

Ankush Verma, New Delhi
★★★★☆
I approached them for help with my delayed reimbursement claim. Though they managed to get my claim approved, it took a few follow-ups from my end before things moved forward.

Meddy, Tamil Nadu
★★★★★
Very professional service! They handled my rejected claim and got it approved within a short span. The staff is polite and well-trained.

Rohan Gupta, Meerut City, U.P.
★★★★★
Hassle-free experience provided by this company. They helped me with my rejected health insurance claim, and the process was seamless. Highly recommend their services!

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Facing an Insurance Claim Rejection? We're Here to Help You Get Your Claim

Contact Us

- New Delhi
- 93153-66101
- info@claimnikalwao.com

Facebook, Twitter, Instagram, LinkedIn, YouTube, WhatsApp

Know More About Insurance Claims

Why Would Health Insurance Deny a Claim?

April 9, 2025 / No Comments

Health Claim Rejection - Meaning, Reasons, & Solutions

February 9, 2025 / No Comments

Contact us

Contact Us

Our Address: New Delhi, India

Phone Number: +91 9315366101

Services: Claim Rejection, Health Claim Reimbursement, Delay in Claim Process, Claim Short-Settled

Quick Links: About us, How It Works, FAQs

Useful Links: Contact, Blogs, News & Updates

Contact us

SOCIAL MEDIA MANAGEMENT & CONTENT STRATEGY



Objective:

To improve brand visibility and engagement through structured content and social media strategy

Work Done

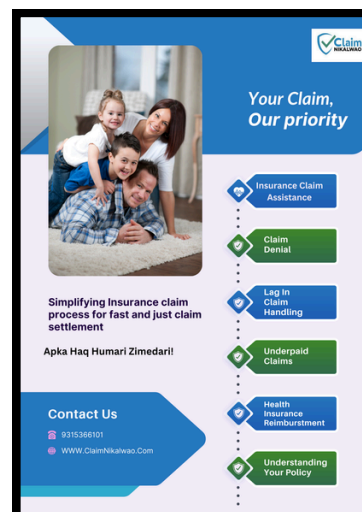
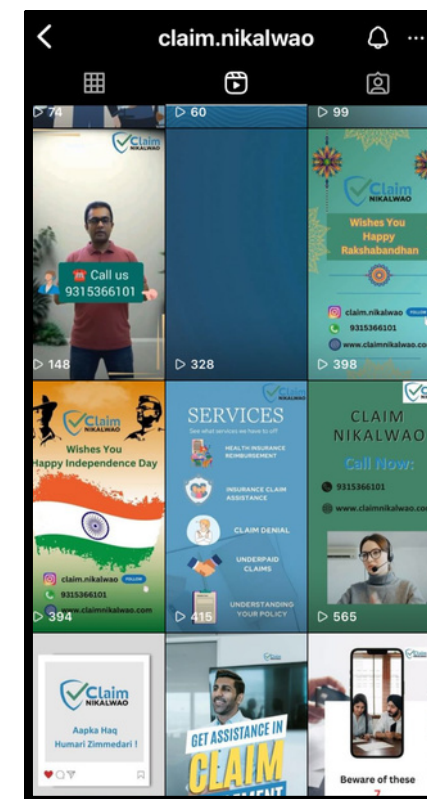
- Conducted Keyword research, social media audit and performance analysis
- Developed content strategy aligned with brand goals
- Created and planned social media content calendar
- Designed and created engaging social media posts
- Managed content publishing and consistency across platform.

Outcome:

Improved content consistency, brand presence, and audience engagement

Status	Topic	Content Type	Week	Assigned to	Due Date	Publish Date	Uploaded on
Not started	Introduction to Claimnikalwao - Who are and what we do	Instagram Post	Week-1		July 20, 2024	Next Monday	All Social media
Not started	Welcome message with company goals and vision our USP ... basically a detail intro	Carousel Post	Week-1		July 21, 2024	Next Tuesday	All Social media
Not started	Step-by-step guide to our claim process	Instagram Reel	Week-1		July 22, 2024	Next Wednesday	Instagram
Not started	Common Challenges in the Claim Filing Process	Blog Post	Week-1		July 23, 2024	Next Thursday	Website
Not started	Explainer video on how to file a claim with Claimnikalwao	Youtube Video	Week-2		July 26, 2024	July 28, 2024	Youtube
Not started	Fun fact about insurance claims	Carousel Post	Week-2		July 27, 2024	July 29, 2024	All Social media
Not started	Top 3 reasons claims get rejected	Instagram Reel	Week-2		July 28, 2024	July 30, 2024	Instagram
Not started	How Claimnikalwao Ensures	Blog Post	Week-2		July 30, 2024	July 31, 2024	Website

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Not started	How Claimnikalwao Ensures	Blog Post	Week-2		July 30, 2024	July 31, 2024	Website



Keyword	Avg. monthly searches	Competition	Competition (indexed value)
insurance coverage	5000	Low	24
health insurance	50000	Medium	56
health insurance policy	5000	Medium	58
medical insurance policy	5000	Medium	59
insurance information	5000	Low	6
medical policy	5000	Medium	56
health insurance plans	50000	Medium	60
insurance medical insurance	50000	Medium	56
health insurance benefits	5000	Low	10
contact us	50000	Low	1
insurance life insurance	50000	Medium	48
insurance plan	5000	Medium	37
health insurance for pre-existing conditions	5000	Medium	56
medical claim	5000	Medium	34
best insurance policy	5000	Medium	55
health policy	5000	Medium	52
health plan	5000	Low	23
medical insurance plan	5000	Medium	60
care insurance	50000	Low	15
health insurance health insurance	50000	Medium	56
medical health insurance policy	5000	Medium	59
health care	50000	Low	6

GETJOP – SEO OPTIMIZATION & GROWTH

Objective:

Improve search rankings and increase organic traffic

Work Done:

- Optimized 50+ blog pages with targeted keywords and on-page SEO
- Implemented internal linking across 100+ blogs
- Performed technical SEO improvements
- Executed email outreach for traffic and backlink building
- Collaborated with platforms for brand mentions

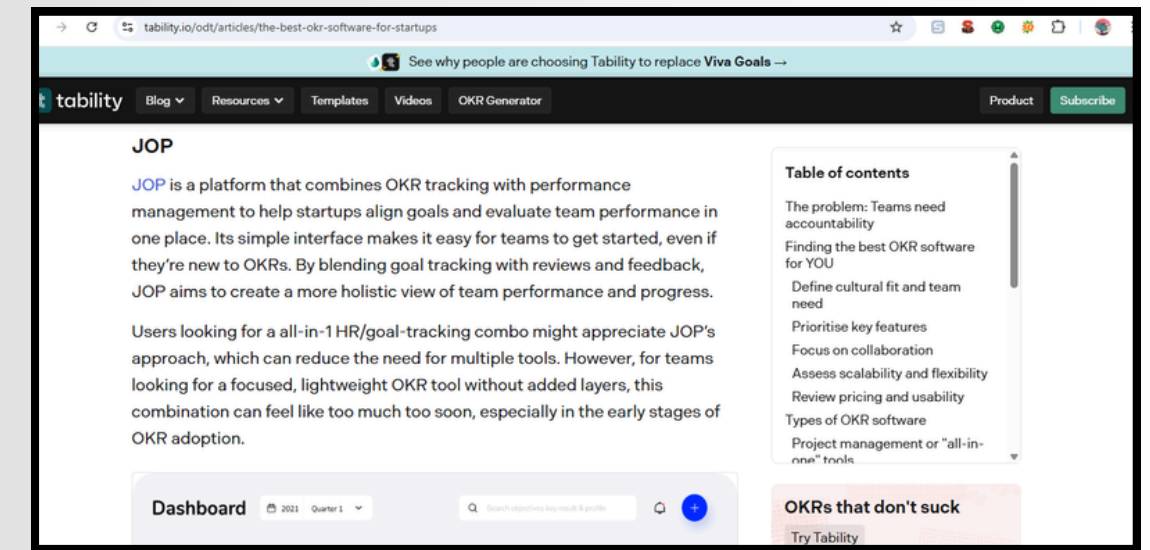
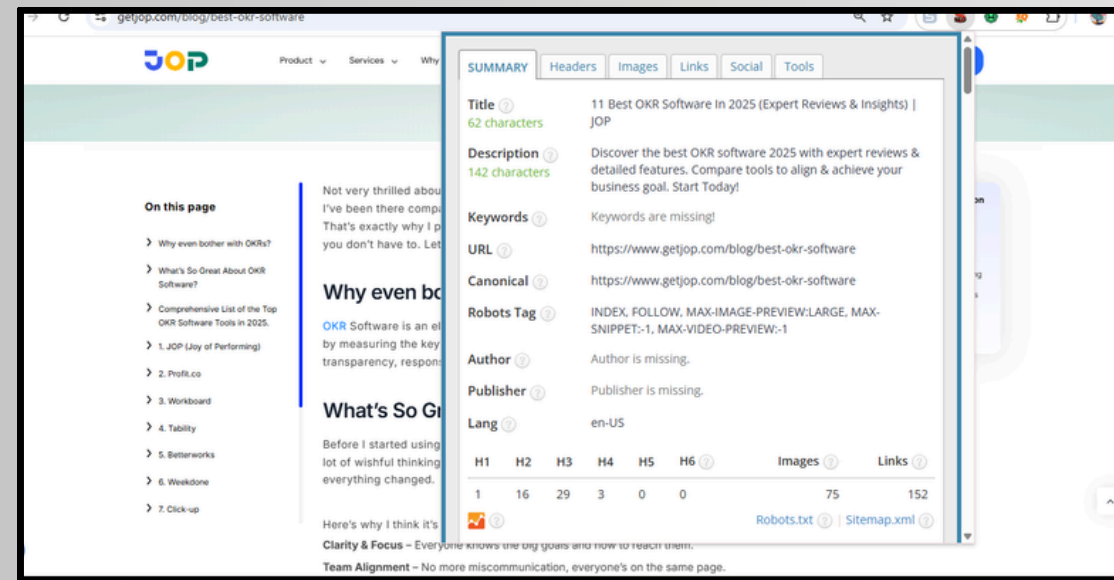
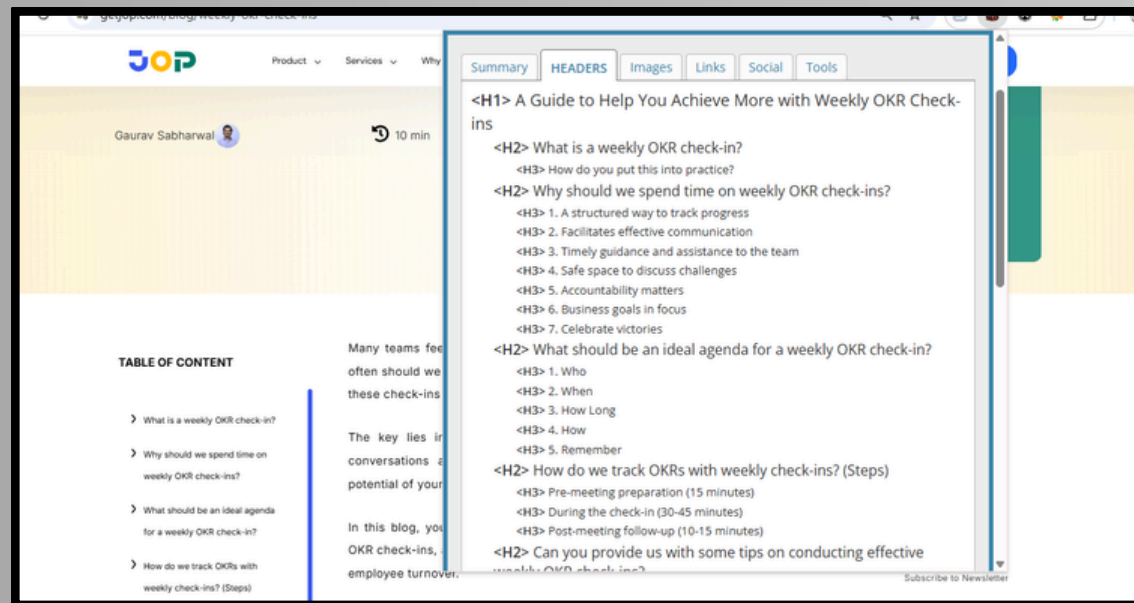
Tools Used:

Google Search Console | SEMrush | ChatGPT | DeepSeek AI | Google Analytics

Outcome:

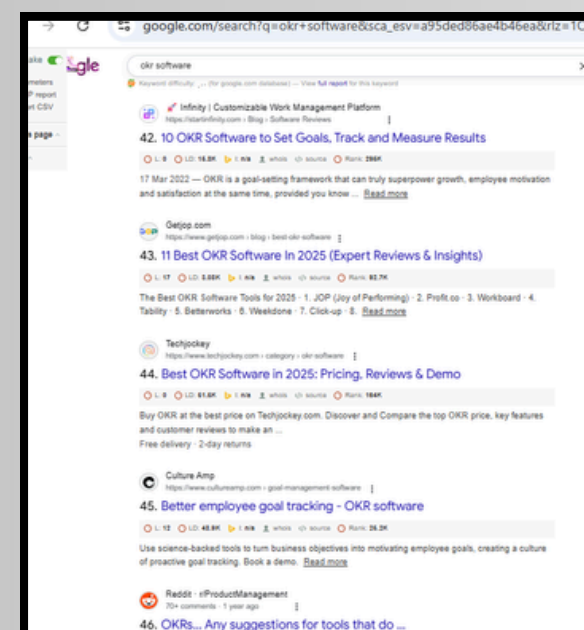
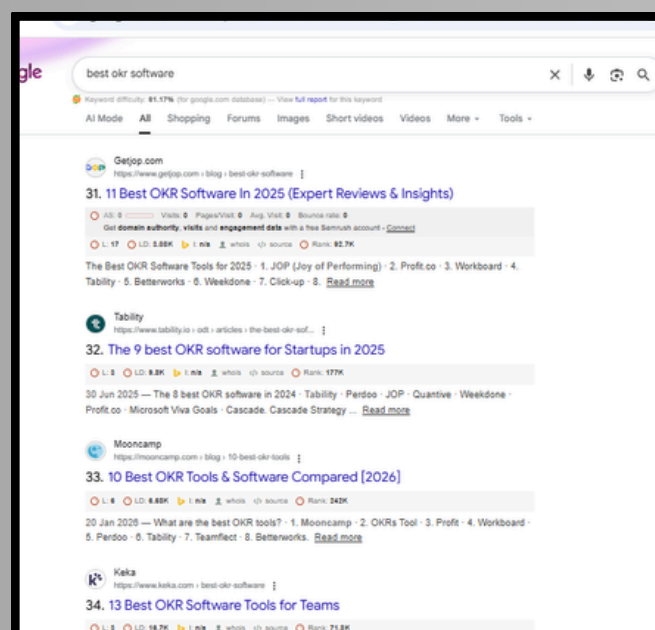
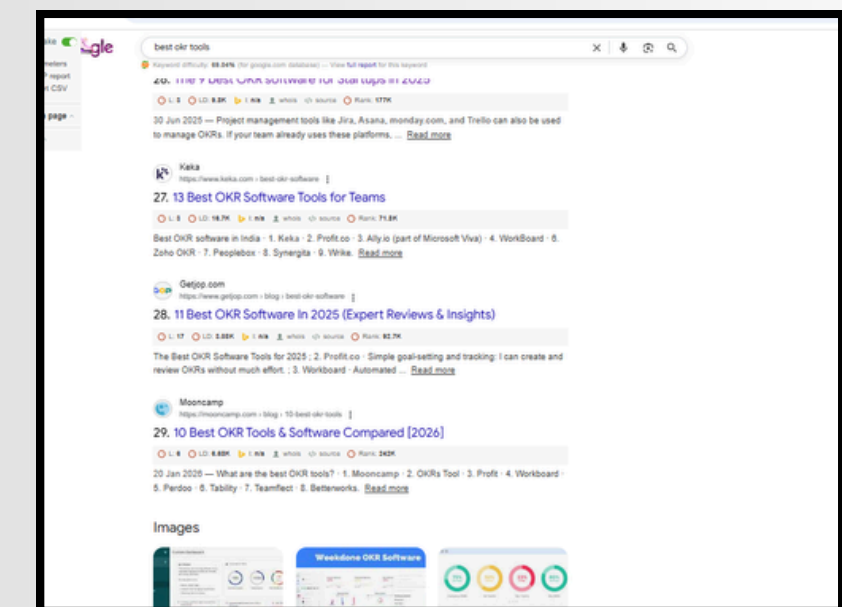
Achieved Top 50 and Top 30 rankings for multiple keywords in the US, along with improved organic traffic and visibility





	B	C	D	E	F	G	H	I	J	K	L	M
1	Done	ToFu	mbo vs okr									Updated
0	Done	ToFu	okr implementation									Updated
0	Done	ToFu	okr tracking									Updated
0	Done	ToFu	can okr replace kpis									Updated
3	Done	ToFu	okr stretch goals									Updated
1	Done	ToFu	okr roadmap									Updated
0	Done	ToFu	okr project management									Updated
6	Done	ToFu	weekly okr									Updated
6	Done	ToFu	okr reporting									Updated
0	Done	ToFu	okr best practices									Updated
0	Done	ToFu	the secrets to success									Updated
1	Done	ToFu	okr software developm									Updated
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10	Done	ToFu	strategic performance m									Updated
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5	Done	ToFu	okr measurement									Updated
3	Done	ToFu	okr 101									Updated
3	Done	ToFu	quarterly okr									Updated
9	Done	MoFu	best okr software									Updated

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1	Done	ToFu	okr roadmap									Updated
0	Done	ToFu	okr project management									Updated
6	Done	ToFu	weekly okr									Updated
6	Done	ToFu	okr reporting									Updated
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0	Done	ToFu	the secrets to success									Updated
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5	Done	ToFu	okr measurement									Updated
3	Done	ToFu	okr 101									Updated
3	Done	ToFu	quarterly okr									Updated
9	Done	MoFu	best okr software									Updated



SAFFRONEDGE – SEO STRATEGY & ORGANIC GROWTH



Objective:

Improve search visibility and strengthen backlink profile

Work Done:

- Optimized 30+ blog pages with targeted keywords and on-page SEO
- Executed email outreach campaigns for backlink building
- Generated successful collaborations through outreach
- Implemented internal linking and content optimization

Tools Used:

Google Search Console | Google Adword| SEMrush | ChatGPT | DeepSeek AI

Outcome:

Achieved Top 40 and Top 70 rankings for multiple keywords in the US, along with improved organic visibility and successful collaboration-driven growth



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Marketing Agency for SaaS Businesses

When searching for an ideal SaaS content marketing agency for your business, you must meticulously assess candidates based on criteria tailored to your specific needs. Partner with experts who meet and exceed your expectations, bringing innovation and adaptability essential for propelling your SaaS business toward growth.

Here is a list of relevant factors to guide your evaluation process:

Industry Expertise: Look for agencies with a profound understanding of the SaaS landscape, addressing the complexities of the SaaS industry, a strategic content marketing approach with high quality content should intricately navigate

Get The SaaS Marketing Toolkit

All-in-one resource that features over 20+ major tools tailored for SaaS Business Growth.

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Are you struggling to enhance your brand's presence on social media? Do you find it challenging to generate high-quality leads and engage with your target audience effectively?

If so, partnering with a top-tier B2B social media marketing agency could be the solution you need. To help you choose the right B2B Social Media Marketing company for your marketing needs, we've compiled a list of the top companies of 2025.

Social media has become a vital part of B2B marketing, with **75% of B2B** buyers using social media to make purchasing decisions.

These agencies specialize in content marketing, paid social campaigns, and community management, ensuring B2B businesses achieve measurable results.

Get The Ultimate Marketing Toolkit

100+ Tools on SEO, Google Ads, Meta Ads, Social Media, and more for B2B Brands.

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Keyword	Volume	Page
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SaaS Marketing agency	1300	https://www.safronedge.com/saas-marketing-agency/
saas content marketing agency	300	https://www.safronedge.com/saas-content-marketing-agency/
search engine optimization services / rj seo	2400	https://www.safronedge.com/search-engine-optimization-services/
Content Engine Optimization	150	https://www.safronedge.com/blog/ai-seo-optimization-2025/
link building service	1200	https://www.safronedge.com/link-building-services/
google local service ads	12000	https://www.safronedge.com/google-local-services-ads/
google ads consultant	800	https://www.safronedge.com/google-ads-consultant/
online reputation management service	600	https://www.safronedge.com/online-reputation-management-services/
seo agency	1300	https://www.safronedge.com/seo-agency/
Total		
Keyword	Volume	
#2		
ecommerce seo agency	3100	https://www.safronedge.com/ecommerce-seo-services/
marketing automation agency	1300	https://www.safronedge.com/marketing-automation-agency/
crm marketing automation	1300	https://www.safronedge.com/crm-marketing-automation/
Search Everywhere Optimization	100	https://www.safronedge.com/search-everywhere-optimization/
marketing automation services	2400	https://www.safronedge.com/marketing-automation/
marketing automation consultant	900	https://www.safronedge.com/marketing-automation-consultant/
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workflow automation for small business	250	https://www.safronedge.com/workflow-automation-for-small-business/
multichannel marketing automation	150	https://www.safronedge.com/multichannel-marketing-automation/
marketing automation implementation agency	150	https://www.safronedge.com/marketing-automation-implementation-agency/
Mobile Marketing Automation	1300	https://www.safronedge.com/mobile-marketing-automation/

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Learn about what is ppi?

Criteria to Marketing Businesses

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Summary Headers Images Links Social Tools

Title 82 characters
Top 11 SaaS Content Marketing Agencies to Grow Your Organic Traffic - Safron Edge

Description 146 characters
Fuel organic growth with the top 11 SaaS Content Marketing Agencies. Harness strategic insights from Safron Edge to amplify your online presence.

Keywords
Keywords are missing!

URL
<https://www.safronedge.com/blog/top-saas-content-marketing-agencies/>

Canonical
<https://www.safronedge.com/saas-content-marketing-agency/>

Robots Tag
INDEX, FOLLOW, MAX-IMAGE-PREVIEW:LARGE, MAX-SNIPPET:-1, MAX-VIDEO-PREVIEW:-1

Author
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Publisher
Publisher is missing.

Lang
en

H1	H2	H3	H4	H5	H6	Images	Links
1	14	43	0	1	3	67	118

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Summary Headers Images Links Social Tools

<H1> Top 10 SaaS Content Marketing Agencies to Grow Your Organic Traffic

<H2> Criteria to Choose a Content Marketing Agency for SaaS Businesses

<H2> Top 11 SaaS Content Marketing Agencies

<H2> Safron Edge

- <H3> Key features
- <H3> Pros
- <H3> Services

<H2> Kalungi

- <H3> Key features
- <H3> Pros
- <H3> Cons
- <H3> Services

<H2> Deviate labs

- <H3> Key features
- <H3> Pros
- <H3> Cons
- <H3> Services

<H2> Disruptive Advertising

- <H3> Key features
- <H3> Pros
- <H3> Cons
- <H3> Services

GrowthRocks Growth Hacking Agency

ABOUT HOW WE HELP SERVICES BLOG FREE STUFF CONTACT US

Jump to section

- GrowthRocks
- GrowthGirls
- Aimers
- Bay Leaf Digital
- Safron Edge
- Kalungi
- Inturact
- Roketto
- Single Grain
- Global Internet Marketing

SaaS Marketing Agencies - Conclusion

5. Safron Edge

Website: [safronedge.com](https://www.safronedge.com)

Established: 2008

Headquarters: Totowa, New Jersey, USA

Notable services: B2B SEO, Marketing Automation, Account-based Marketing, CRO, Content Marketing, SMM, Performance Marketing

Safron Edge has worked with companies across SaaS, supply chain, healthcare, manufacturing, DTC, and professional services. It offers a full-stack marketing team on demand to help B2B ventures. To do that, it combines a proven demand generation framework with tailored inbound, ABM, SEO, and CRO services.

What's more, this SaaS marketing agency shares actionable insights through in-depth blogs and resources for growth-stage companies. Popular reads include "AI-SEO: How to Build Content That Ranks and Converts," "B2B Demand Gen vs Lead Gen: What's the Difference?," and "The Full-Funnel Approach to SaaS Growth".

Get Our Best Articles Weekly

Your Best Email *

google saas marketing agency

Recent activity: 48.81% (for google.com database) - View full report for this keyword

19 Jun 2024 - Kalungi is a full-stack software digital marketing agency for SaaS companies. They focus on the specific needs of SaaS startups and scale-ups. [Read more](#)

FirstPrinciples Growth
<https://firstprinciples.com> - saas marketing agency

33. B2B SaaS Marketing Agency for Dynamic Growth
Elevate your SaaS with FP Growth, a premium B2B SaaS marketing agency specializing in dynamic growth strategies to increase MRR and ARR. Get started now!

Safron Edge
<https://www.safronedge.com> - saas marketing agency

34. B2B SaaS Marketing Services | Proven Growth for...
A SaaS marketing agency specializes in promoting software-as-a-service businesses through full-funnel digital strategies, content, SEO, and ads. What is SaaS... [Read more](#)

35. SaaS Content Marketing Agency | Copy, Design, Strategy...
Optimist is a full-service content marketing agency that offers consulting, advisory, and execution for B2B technology companies. We help marketing leaders... [Read more](#)

36. SaaS Marketing Agency in India | 10X SaaS Growth Agency

google Best SaaS marketing agencies

Recent activity: 48.81% (for google.com database) - View full report for this keyword

News: 3, Unassessm Update: 4, Lower and Content: 9, High: 1, [Read more](#)

PipeRocket Digital
<https://piperocketdigital.com> - top saas marketing ag...

66. Top SaaS Marketing Agencies: Fuel Your Growth Today
Find the best SaaS marketing agency for your business. We list top SaaS marketing agencies and B2B SaaS growth agencies for exceptional ROI. 4.8 ★★★★★ (10)

Safron Edge
<https://www.safronedge.com> - top saas marketing...

67. Top 11 B2B SaaS Marketing Agencies in the U.S. for 2025
21 Oct 2023 - Top 11 B2B SaaS marketing agencies in 2025: 1. Safron Edge 2. Disruptive Advertising 3. Socialinn 4. Triple Oct 5. Single Grain. [Read more](#)

Single Grain
<https://www.singlegrain.com> - digital marketing strategy

68. Top 11 SaaS Growth Marketing Agencies in 2025
18 Oct 2023 - The Top 11 SaaS Growth Marketing Agencies in 2025 #1: Single Grain - Best Overall Choice #2: NoGood - Best for Rapid Experimentation #3... [Read more](#)

FirstPrinciples Growth
<https://firstprinciples.com> - saas marketing agency

69. B2B SaaS Marketing Agency for Dynamic Growth
Elevate your SaaS with FP Growth, a premium B2B SaaS marketing agency specializing in dynamic growth strategies to increase MRR and ARR. Get started now!

Intflow.ai
<https://intflow.ai> - top saas marketing agencies

LET'S WORK TOGETHER!

Let's grow your brand with data-driven digital marketing strategies

I am open to freelance projects and full-time opportunities where I can leverage my expertise in SEO, website development, and paid advertising to drive measurable results and build strong digital presence for brands.

Email: klyradigital3@gmail.com

Phone: 9310598062

Place : Delhi

Name of Project: Digital Marketing Portfolio

Presented By: Kavya Kukreja

